# October 2020 Lodging Performance for Minnesota, Minnesota Areas and the U.S.

Currency: USD - US Dollar

| | Current Month - October 2020 vs October 2019 | | | | | | | | | Year to Date - October 2020 vs October 2019 | | | | | | | | | Participation | | | |
| | Occ % | ADR | RevPAR | Percent Change from October 2019 | | | | | | Occ % | ADR | RevPAR | Percent Change from YTD 2019 | | | | | | Properties | | Rooms | |
| | | | | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | | | | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | | | | |
| | 2020 | 2020 | 2020 | | | | | | | 2020 | 2020 | 2020 | | | | | | | Census | Sample | Census | Sample |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL UNITED STATES | 48.3 | 97.61 | 47.13 | -30.1 | -26.8 | -48.8 | -50.0 | -2.2 | -31.6 | 45.2 | 105.26 | 47.56 | -33.2 | -20.3 | -46.8 | -48.9 | -3.9 | -35.9 | 56,550 | 35,251 | 5,237,902 | 3,949,448 |
| Minnesota | 40.5 | 91.15 | 36.89 | -38.4 | -23.4 | -52.9 | -51.9 | 2.0 | -37.2 | 37.9 | 93.88 | 35.58 | -41.0 | -20.5 | -53.1 | -52.5 | 1.4 | -40.2 | 987 | 586 | 84,317 | 63,602 |
| Minneapolis | 18.3 | 95.43 | 17.46 | -75.7 | -46.1 | -86.9 | -87.1 | -1.5 | -76.1 | 23.6 | 115.65 | 27.30 | -66.7 | -29.7 | -76.6 | -78.3 | -7.2 | -69.1 | 44 | 39 | 9,333 | 8,896 |
| Bloomington | 34.0 | 81.45 | 27.69 | -53.8 | -35.3 | -70.1 | -68.7 | 4.7 | -51.6 | 35.4 | 90.76 | 32.10 | -52.6 | -28.0 | -65.9 | -63.9 | 5.8 | -49.9 | 58 | 54 | 11,016 | 10,710 |
| St Paul | 38.7 | 79.49 | 30.78 | -42.5 | -29.2 | -59.3 | -58.0 | 3.4 | -40.6 | 38.1 | 84.49 | 32.22 | -42.5 | -23.7 | -56.1 | -54.0 | 4.8 | -39.7 | 94 | 69 | 8,776 | 7,596 |
| Minneapolis North Area | 37.6 | 85.69 | 32.23 | -43.1 | -22.7 | -56.0 | -54.2 | 4.2 | -40.8 | 37.1 | 88.91 | 32.96 | -43.6 | -20.0 | -54.9 | -53.1 | 3.9 | -41.4 | 101 | 85 | 9,451 | 8,841 |
| Minneapolis South Area | 44.6 | 70.40 | 31.36 | -33.3 | -24.5 | -49.7 | -47.5 | 4.3 | -30.5 | 40.4 | 73.07 | 29.55 | -39.7 | -22.2 | -53.1 | -51.2 | 4.1 | -37.3 | 83 | 63 | 8,094 | 6,270 |
| Duluth MSA | 54.7 | 135.81 | 74.24 | -17.9 | 1.2 | -16.9 | -17.2 | -0.3 | -18.2 | 46.9 | 123.81 | 58.07 | -25.8 | -6.2 | -30.4 | -30.9 | -0.7 | -26.3 | 116 | 44 | 6,959 | 4,242 |
| St Cloud/I-94 Corridor | 37.4 | 88.92 | 33.21 | -30.5 | -9.0 | -36.7 | -36.7 | -0.0 | -30.5 | 34.2 | 92.87 | 31.74 | -39.0 | -9.1 | -44.5 | -43.5 | 1.8 | -37.9 | 51 | 37 | 3,399 | 2,956 |
| Minnesota North Area | 47.6 | 92.12 | 43.83 | -13.3 | -4.7 | -17.4 | -17.2 | 0.2 | -13.1 | 42.9 | 93.84 | 40.26 | -23.3 | -13.1 | -33.4 | -33.5 | -0.2 | -23.5 | 223 | 65 | 12,457 | 3,963 |
| Rochester, MN MSA | 44.9 | 108.55 | 48.78 | -34.3 | -14.0 | -43.5 | -40.9 | 4.5 | -31.3 | 40.8 | 108.30 | 44.18 | -39.4 | -9.8 | -45.3 | -43.3 | 3.6 | -37.2 | 53 | 41 | 5,768 | 5,004 |
| Mankato | 49.0 | 82.27 | 40.31 | -27.2 | -18.5 | -40.6 | -40.6 | 0.0 | -27.2 | 41.4 | 85.21 | 35.30 | -32.5 | -12.5 | -41.0 | -41.0 | 0.0 | -32.5 | 15 | 11 | 1,146 | 828 |
| Minnesota South Area | 50.1 | 81.84 | 41.00 | -16.8 | -10.9 | -25.8 | -25.3 | 0.7 | -16.2 | 39.7 | 82.03 | 32.58 | -24.9 | -10.2 | -32.6 | -32.7 | -0.1 | -25.0 | 176 | 93 | 9,357 | 5,306 |

**Source: STR. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.**

## Explanation

Explore Minnesota Tourism purchases monthly lodging reports from STR (formerly STR, Inc. and Smith Travel Research, Inc.). As part of its agreement with STR, Explore Minnesota Tourism is authorized to publish online the last reported month and year-to-date performance of the areas shown above. When STR reports lodging performance for the following month, Explore Minnesota Tourism will use it to replace the data in the above table. Lodging performance data for previous months and years can be purchased from STR.

## Glossary of Terms

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email info@str.com.

**Average Daily Rate (ADR)**
Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

**Census (properties and rooms)**
The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

**Demand (Rooms Sold)**
The number of rooms sold or rented (excludes complimentary rooms).

**Occupancy (Occ)**
Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

**Percent Change**
Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as ((TY - LY) / LY) * 100.

**Revenue (Room Revenue)**
Total room revenue generated from the sale or rental of rooms.

**RevPAR (Revenue Per Available Room)**
Room revenue divided by rooms available.

**Sample or %Room Participants**
The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)* "100"

**Supply (Rooms Available)**
The number of rooms times the number of days in the period.

**Year-to-date**
Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.